



# 6<sup>th</sup> Sustainable Tourism Africa Summit 2020

 16<sup>th</sup>-18<sup>th</sup> Sep 2020  PrideInn Paradise  
Mombasa, Kenya

Theme: *Sustainability & Optimizing  
Destination Africa ~ Our People. Our  
Planet. Our Prosperity*

 #STAS2020

## Summit Agenda

[www.events.sttakenya.org](http://www.events.sttakenya.org)

## WHAT

Only behind Asia Pacific, Africa experienced the fastest tourism growth than any other continent in the year 2018 (WTTC). According to UNTWO, 1.4 billion travelled the world in 2018 and the tourism arrivals in Africa grew by 7%. While this may appear impressive, Africa, the 2<sup>nd</sup> largest continent in the world, received only 67 million visitors. According to MasterCard Global Destination Cities Index 2019 report, Africa's visitor numbers in 2018 are equivalent to the top four most visited cities in the world combined, none of which are in Africa. Spain, a country in Europe, received 20 million more visitors than the entire continent of Africa in 2018.

Further to this, despite Africa experiencing a 7% growth in tourism arrivals in 2018, the visitor spending only grew by 2% to 38 billion US dollars. The percentage growth in spending was the lowest after America whose tourism spending grew by 0%. Comparatively, the Middle East received 60 million visitors and tourist spending was 73 billion dollars. The Middle East received less tourists than Africa but generated 13 billion US dollar more worth of revenue from tourist spending than Africa.

## WHY

Africa's tourism challenges are linked to the inability of the African countries to fully utilize their tourism potential (UNEP) and the intra African travel barriers that the countries have created. These challenges are despite African countries prioritizing tourism as key drivers of economic diversification and economic growth with the hope of eradicating poverty in the continent. A key example is Kenya's Vision 2030 that has included tourism as one of the six sectors that will create jobs and grow Kenya's GDP into a middle-income economy.

In the sustainable development context, tourism, if well designed, has the potential to support decent work and economic growth (SDG 8), promote sustainable consumption and production (SDG 12) and contribute to conservation and sustainable use of marine resources (SDG14) in Africa. Africa needs to become a hub of resilient and competitive tourism destinations, designed for high value international and domestic tourism which support poverty eradication and conservation in the continent.

The 6<sup>th</sup> Sustainable Tourism Africa Summit 2020 will bring together Africa's regional economic communities, governments, travel and tourism associations, development organizations, private sector businesses, technological innovators and researchers to discuss, provide solutions and learn for the sustainability and optimization of tourism in Africa for sustainable development.

The 6<sup>th</sup> Sustainable Tourism Africa Summit 2020 will be held on the 6<sup>th</sup> and 8<sup>th</sup> May 2020 at the PridelInn Paradise Hotel in Mombasa Kenya. The main theme of the summit is "*Sustainability and Optimizing Destination Africa ~ Our People. Our Planet Our Prosperity*".

The day's sub themes will be;

**Day 1:** *Optimizing Destination Africa Through collaboration and cooperation partnerships*

**Day 2:** *Optimizing Destination Africa Through Sustainable Tourism Practice*

**Day 3:** *Impactful research for sustainable tourism in Africa*

See agenda for the breakdown

## HOW

# SUMMIT AGENDA

*Date: 6<sup>th</sup> – 8<sup>th</sup> May 2020 Where: PridelInn Paradise Hotel,  
Mombasa, Kenya*

Day 1 -16th Sep 2020

**Theme: Tourism Resilience, Recovery & Crisis  
Management in Africa**

## Session 1

### Presentation 1:

Impacts of COVID-19 on the Travel and Tourism Sector: How to respond and recover

Panelists: International and Regional Travel and Tourism Associations

### Presentation 2:

Presentation - Creating a resilient tourism sector for Africa

Panelists: International and Regional Development Organizations -

## Session 2

### Presentation 1:

Effective Regional Cooperation for Sustainable Tourism in Africa

Panelists: Representatives of African Regional Economic blocs and development agencies e.g EAC, SADC, ECOWAS, ADB,

## Session 3 - Discussion Workshops led by Discussant / Moderator

Workshop 1 - Tourism resilience plan for destinations

Workshop 2 - Keeping tourism spend in the destination

## Session 4

Plenary Inspiration Moment

End of Day 1

Sustainable Tourism Africa Summit 2020

# SUMMIT AGENDA

*Date: 6<sup>th</sup> – 8<sup>th</sup> May 2020 Where: PridelInn Paradise Hotel,  
Mombasa, Kenya*

Day 2 - 17th Sep 2020

**Theme: Optimizing Destination Africa Through  
Sustainable Tourism Practice**

**Session 1: Linking Sustainability to Economic Viability**

**Presentation 1**

Case study of hotel;

**Presentation 2**

Case study of tour operator;

**Presentation 3**

Case study of a travel agent

**Presentation 4**

Case of DMC

Moderated Panel: Session presenters

**Session 2: Integrating Sustainability into Destination  
Policy and Marketing Strategies.**

Presentation 1

Case study for policy,

Presentation 2

Case study for marketing,

Presentation 3

Case study on PPPs

Moderated Panel: Session presenters

**Session 3: Discussion Workshops led by presenter /  
discussant**

Workshop 1 - Revenue retention in destinations

Workshop 2 - Revenue retention; Sustainable tourism and  
destination branding

**Session 4: Plenary Inspiration Moment**

End of Day 2

**Sustainable Tourism Africa Summit 2020**



# SUMMIT AGENDA

*Date: 6<sup>th</sup> – 8<sup>th</sup> May 2020 Where: PrideInn Paradise Hotel,  
Mombasa, Kenya*

Day 3 - 18th Sep 2020

Theme : Optimizing Destination Africa Through Technology  
& Research

## Session 1: Enhancing Responsible Travel Experiences Through Technology

### Presentation 1

Technological innovations for connecting travelers & host  
communities

### Presentation 2

Technological innovation connecting travelers and destinations

### Presentation 3

Technological Innovations enhancing customer experience in  
hotels through technology

### Presentation 4

User Generated Content for Rankings and Reputation wins

Moderated Panel: Session Presenters

## Session 2: Impactful Research for Sustainable Tourism in Africa

### Presentation 1

Advances in ending gender based inequalities in tourism and the  
impact on sustainable tourism

### Presentation 2

Understanding MICE beyond convention bureaus

### Presentation 3

Are Africa conservation models aligned with sustainable tourism?

### Presentation 4

Sustainability and cultural tourism-Looking beyond the obvious

Moderated Panel: Session Presenters

## Session 3: STAS2020 Legacy Session

Closing Remarks

Dinner & Sustainable Tourism Africa Awards

Sustainable Tourism Africa Summit 2020



# 6<sup>th</sup> Sustainable Tourism Africa Summit 2020

Theme: *Sustainability &  
Optimizing Destination  
Africa ~ Our People. Our  
Planet. Our Prosperity*



16<sup>th</sup>-18<sup>th</sup> Sep 2020



PrideInn Paradise  
Mombasa, Kenya

**To Register  
Visit**

[www.events.sttakenya.org](http://www.events.sttakenya.org)

